BAND Design Brief

A Computer Art II student is going to create a flyer specifically for your band for the MHS Battle of the Band event. This poster will be hung throughout the high school and you may also have copies to promote your band. Please answer the following questions so that the designing can begin and remember the more information you provide the easier it is to create a design based off of your requests. You will have one opportunity for alternations from the designer so check your email.

***This form must be completed and returned by Friday March 20, 2015***

***You may email the form to*** [***cblakely@methacton.org***](mailto:cblakely@methacton.org)

***or drop it off to Ms. Blakely in A125***

1. What is the name of your band?
2. What is your email address?
3. Please find a photo that you would like included on the poster. You can include multiple photos if you would like. It could be a photo of your band or a photo that represents your band. The choice is yours.
   * Attach the photo in an email and send it to Ms. Blakely [cblakely@methacton.org](mailto:cblakely@methacton.org)
   * Physically drop the photo off to Ms. Blakely in A125
   * Place the photo in the cblakely dropbox located in your X drive
4. Please describe the style of music that you play. List examples of other bands that you are inspired from. This will give your designer an idea of who you are.
5. What font styles do you like? If you don’t know any font names or styles then describe the type of font you would like to represent your band.
6. The following will be the text included on your poster. Would you like any text eliminated or any additions made?

Name of your band

Methacton Battle of the Bands

Friday, April 10, 2015

MHS Auditorium

Doors open at 7:00 pm

$5 in advance $8 at the door

1. What color scheme would you like to include into your design?

***Common associations of colors in Western culture***

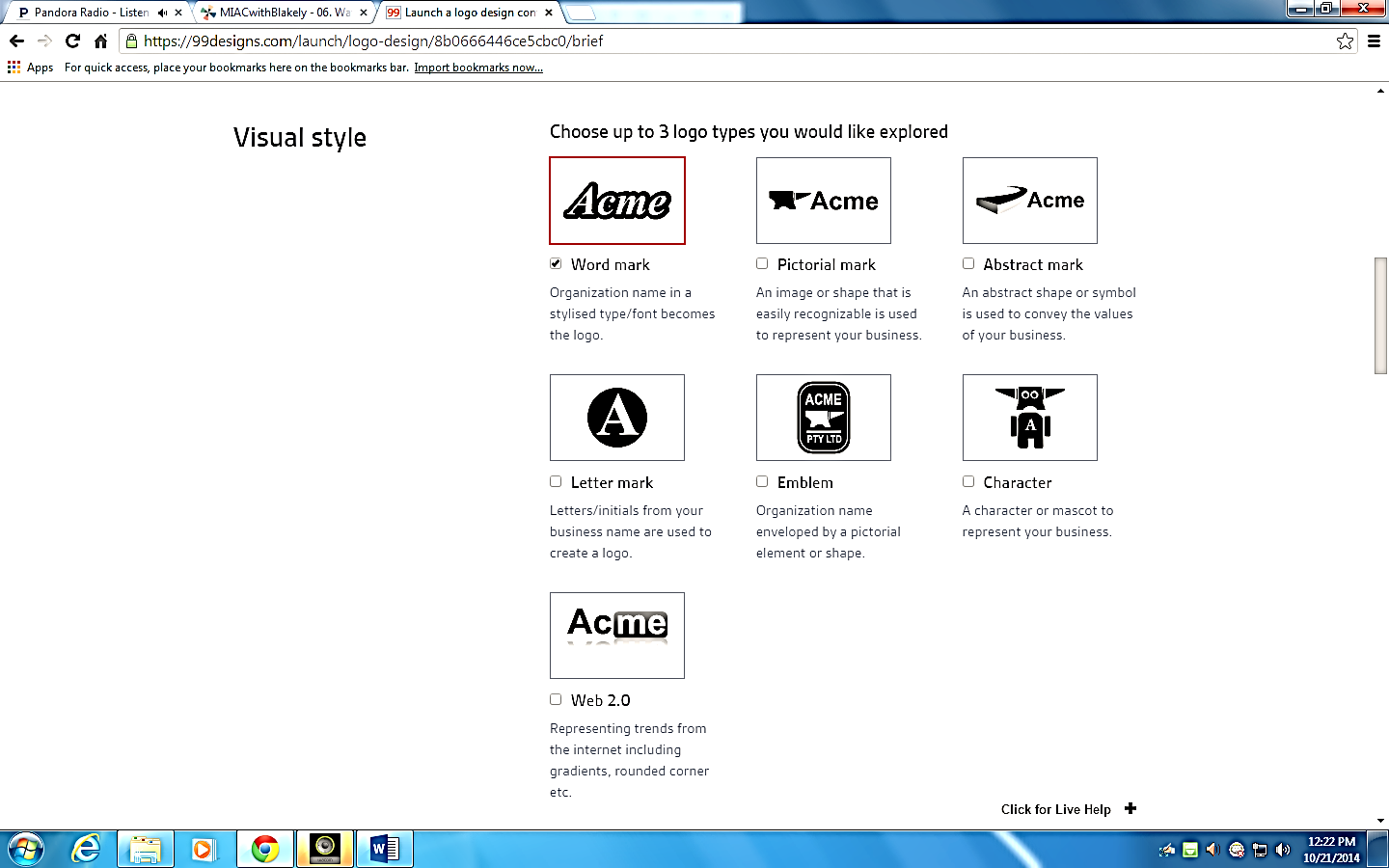
* Red: Passion, Anger, Vigor, Love, Danger
* Yellow: Knowledge, Energy, Joy, Intellect, Youth
* Green: Fertility, Wealth, Healing, Success, Growth
* White: Purity, Healing, Perfection, Clean, Virtue
* Blue: Knowledge, Trust, Tranquility, Calm, Peace, Cool
* Black: Fear, Secrecy, Formal, Luxury
* Purple: Royalty, Wisdom, Spirituality, Imagination
* Orange: Creativity, Invigoration, Unique, Stimulation
* Gray: Balance, Sophistication, Neutrality, Uncommitte

1. Describe how you want the poster designed.
2. Is there anything that should be avoided?
3. Additional Comments to assist in designing:

PART II: T-Shirt Design

A Computer Art III student is going to create a t-shirt specifically for your band for the MHS Battle of the Band event. This shirt will be for sale the night of the event. Please answer the following questions so that the designing can begin and remember the more information you provide the easier it is to create a design based off of your requests. You will have one opportunity for alternations from the designer, so please check your email.

1. What text would you like included on the T-Shirt?
2. What font style? Should it match the poster?
3. What color should the T-shirt be?
4. The design will be printed in one color, what would you like?
5. Describe how you want the t-shirt designed? Please include other band t-shirts that you enjoy as inspiration. Anything helps!
6. Is there anything that should be avoided?
7. If you have any designs for your band already made or photos that you would like to be used to aide in the t-shirt design process, please do one of the following…
   * Attach the photo in an email and send it to Ms. Blakely [cblakely@methacton.org](mailto:cblakely@methacton.org)
   * Physically drop the photo off to Ms. Blakely in A125
   * Place the photo in the cblakely dropbox located in your X drive
8. Choose 3 logo types you enjoy



1. What values should your t-shirt design communicate? Place an X on the line where your design would fall

Feminine Masculine

Young Mature

Luxury Economical

Modern Classic

Playful Serious

Loud Quiet

Simple Complex

Subtle Obvious

1. Additional Comments to assist in designing: